R.J. Reynolds Tobacco Company

B. K. Stockdale
Vice President
Retail/Wholesale
Trade Marketing
Winston-Salem, NC 27102
910-741-7909
FAX: 910-741-7989

October 20, 1997

Ms. L. L. Forrey - #2344
Mr. G. N. Kuruc - #1240

Dear Linda & Nick:

Subject: Pick Kwik Results

At our recent Regional Sales Managers Meeting, Jim Piscitelli took the opportunity to share your results (with several people) on our S.O.M. in Pick Kwik since eliminating PM exclusive.

My compliments to both of you for a job very well done and results that are very, very strong.

Nice Work!!!

Sincerely,

B. K. Stockdale

BKS/jb - 0626

cc: Mr. J. W. Best
Mr. J. M. Piscitelli
Mr. D. C. Turner
Mr. D. L. Wilmesher
Mr. M. A. Young

51847 0823

Source: https://www.industrydocuments.ucsf.edu/docs/rfjy0000

PICK KWIK

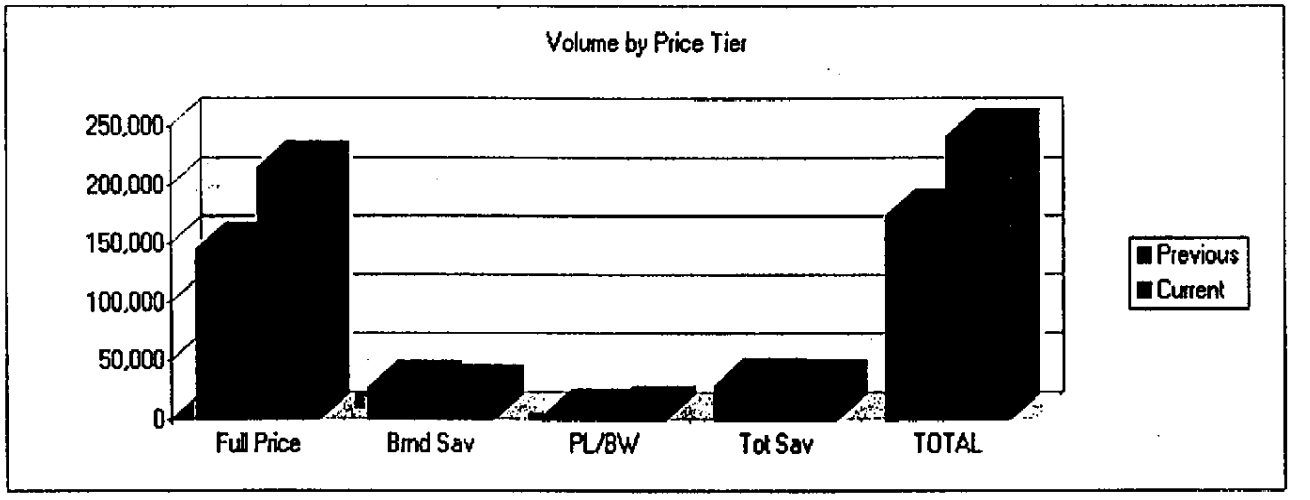
10/13/97

Previous (AIM Period 1): 06/23/97-08/10/97 = 49 Days, 67 Store(s)
Current (AIM Period 2): 08/11/97-09/28/97 = 49 Days, 67 Store(s)

Incl. Promoted Volume

	Full Price		Branded Savings		PL/BW		Total Savings		Overall	
	Previous	Current	Previous	Current	Previous	Current	Previous	Current	Previous	Current
RJR	16,068	28,124	5,690	10,050	0	2,796	5,690	12,846	21,758	40,970
PM	112,090	170,042	9,847	7,583	2,048	1,449	11,890	9,032	123,980	179,074
BAT	7,145	6,548	10,181	4,647	0	0	10,181	4,647	17,326	11,195
LOR	8,501	8,531	214	124	0	0	214	124	8,715	8,655
L&M	177	177	0	6	0	104	0	110	177	287
Other	87	60	0	0	0	0	0	0	87	60
TOTAL	144,068	213,482	25,932	22,410	2,043	4,349	27,975	26,759	172,043	240,241

Avg Wkly Carton Vol Per Store = Previous: 366.8 Current: 512.2 Variance: +39.6%



	Previous		Current		Variance		
	Cartons	Share	Cartons	Share	Cartons	Share	
Full Price	144,068	83.74%	213,482	88.86%	69,414	5.12%	
Bmd Sav	25,932	15.07%	22,410	9.33%	-3,522	-5.74%	
PL/BW	2,043	1.19%	4,349	1.81%	2,306	0.62%	
Tot Sav	27,975	16.26%	26,759	11.14%	-1,216	-5.12%	Tot Var Vol %
TOTAL	172,043		240,241		68,198		+ 39.6%

51847 0824

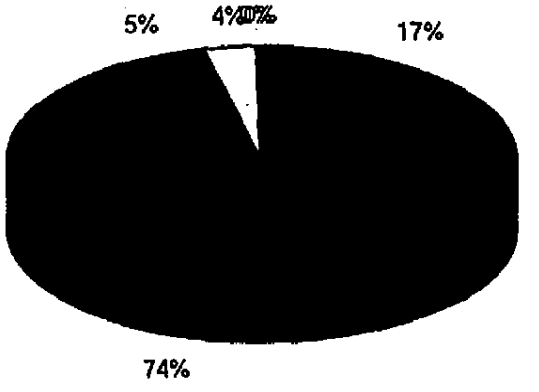
Source: https://www.industrydocuments.ucsf.edu/docs/rfjy0000

PICK KWIK

Incl. Promoted Volume

Previous	06/23/97-08/10/97
Current	08/11/97-09/28/97

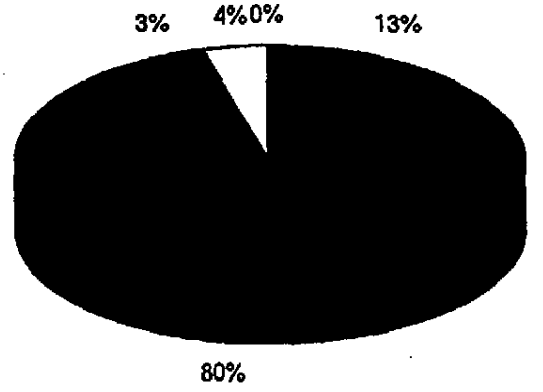
Current Share of Total Industry



Industry Carton Volume

	Previous	Current	Variance
RJR	21,758	40,970	19,212
PM	123,980	179,074	55,094
BAT	17,326	11,195	-6,131
LOR	8,715	8,655	-60
L&M	177	287	110
Other	87	60	-27
Industry	172,043	240,241	68,198
			+ 39.6%

Current Share of Full Price



Full Price Carton Volume

	Previous	Current	Variance
RJR	16,068	28,124	12,056
PM	112,090	170,042	57,952
BAT	7,145	6,548	-597
LOR	8,501	8,531	30
L&M	177	177	0
Other	87	60	-27
Full Price	144,068	213,482	69,414
			+ 48.2%

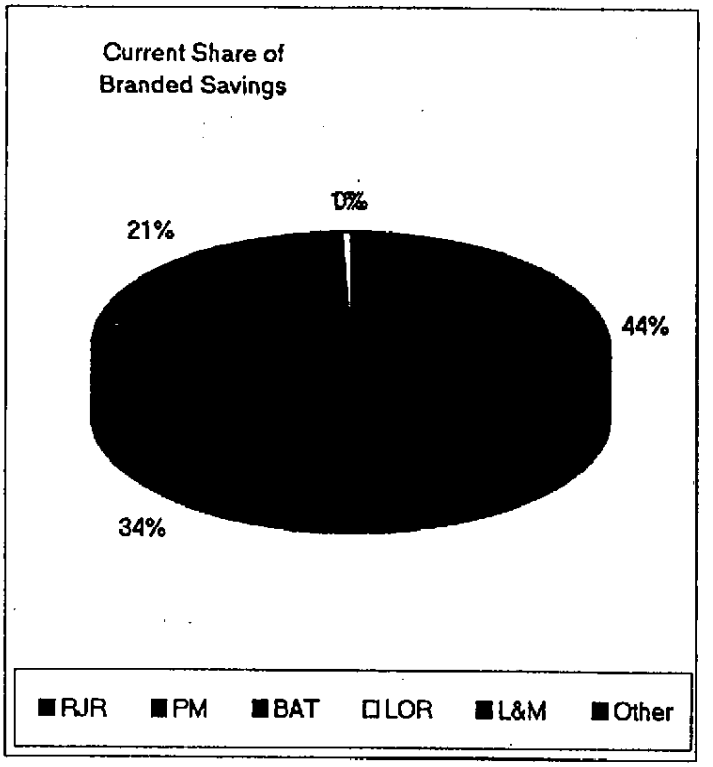
51847 0825

Source: https://www.industrydocuments.ucsf.edu/docs/rfjy0000

PICK KWIK

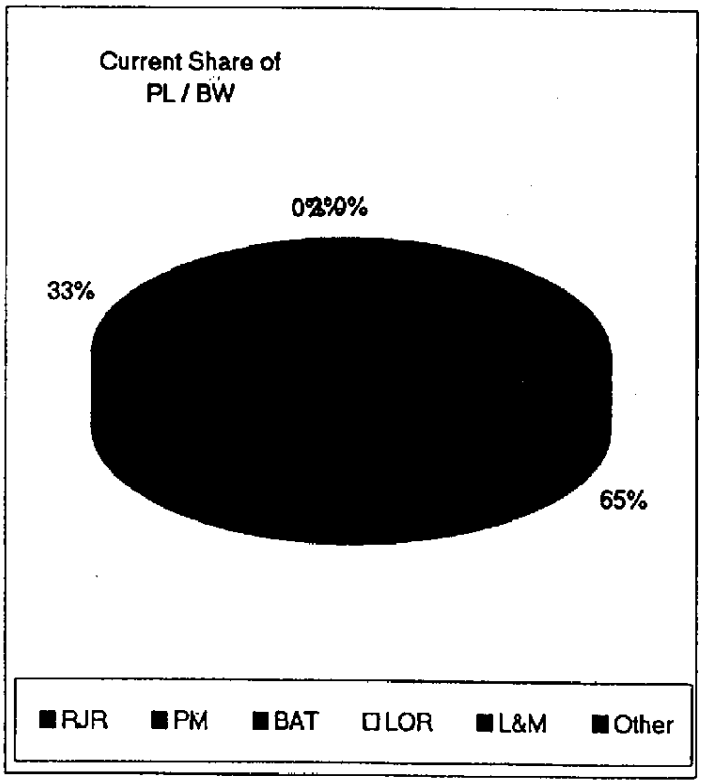
Incl. Promoted Volume

Previous	06/23/97-08/10/97
Current	08/11/97-09/28/97



Branded Savings Carton Volume

	Previous	Current	Variance
RJR	5,690	10,050	4,360
PM	9,847	7,583	-2,264
BAT	10,181	4,647	-5,534
LOR	214	124	-90
L&M	0	6	6
Other	0	0	0
Brnd Sav	25,932	22,410	-3,522
			- 13.6%



PL/BW Carton Volume

	Previous	Current	Variance
RJR	0	2,796	2,796
PM	2,043	1,449	-594
BAT	0	0	0
LOR	0	0	0
L&M	0	104	104
Other	0	0	0
BW/PL	2,043	4,349	2,306
			+ 112.9%

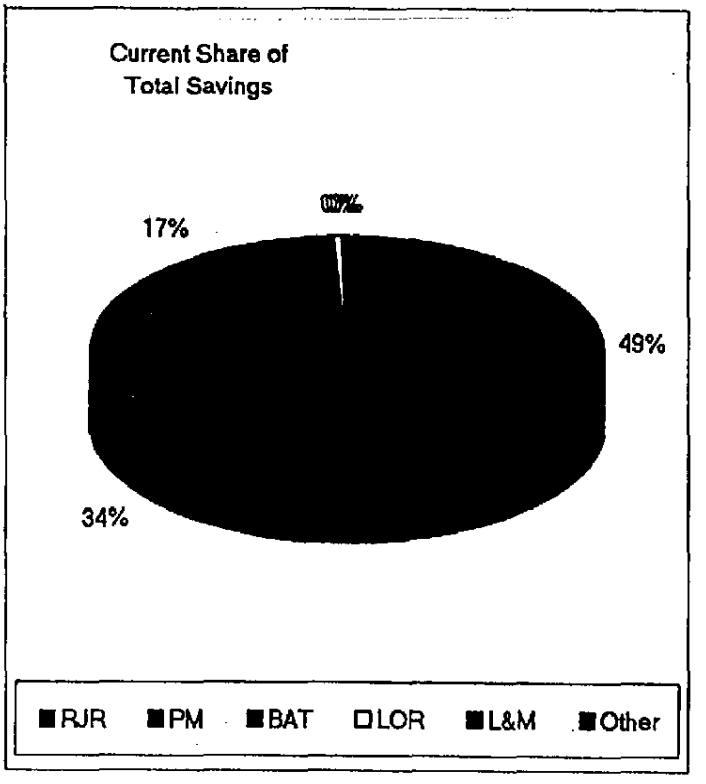
51847 0826

Source: https://www.industrydocuments.ucsf.edu/docs/rfjy0000

PICK KWIK

Previous	06/23/97-08/10/97
Current	08/11/97-09/28/97

Incl. Promoted Volume



Total Savings Carton Volume

	Previous	Current	Variance
RJR	5,690	12,846	7,156
PM	11,890	9,032	-2,858
BAT	10,181	4,647	-5,534
LOR	214	124	-90
L&M	0	110	110
Other	0	0	0
Savings	27,975	26,759	-1,216
			- 4.3%

51847 0827

Source: https://www.industrydocuments.ucsf.edu/docs/rfjy0000